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Research Report

Newspaper Advertising Bureau, Inc. 485 Lexington Avenue, New York, New York 10017

Key Facts About

Newspapers and Advertising

1984

This study is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers. These reports form the basis of recommendations for the efficient use of the newspaper medium to meet the specific marketing needs of individual companies.

February 1984

How to Use "Key Facts"

The main purpose of this report compiled from many sources is to answer some of the most frequently asked questions about newspapers and advertising.

The report is designed mainly as a reference source, not as an account to be read through page by page. To maximize its reference value the table of contents groups specific items of information under a few broad headings such as "Advertising Cost" and "Newspaper Circulation."

For example, if one needs information on daily newspaper reach and frequency, this comes under the general heading of "Newspaper Readership," where it is listed as "Reach and Frequency: Typical Five-Day Patterns for Daily Newspapers at Varying Levels of Penetration."

The scope of this material is necessarily limited. For answers to other questions about newspapers and advertising, consult the heading, "NAB Telephone Directory."

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NAB Telephone Directory

Ad readership	Stu Tolley	557-1817
Advertising expenditures	Jim Conaghan	557-5482
Advertising rates	Jim Conaghan	557-5482
Automotive sales	Val Corradi	(313) 642-9200
CAN DO	Susan Lorenzana	557-1896
Co-op sales (NCN)	Frank Hennessey	(312) 644-1290
Coupon information	John Kelley	557-1811
DMA Planner	Ed Finlay	557-1853
Food	Dick Neale	557-1843
Information Center	Ann Brady, Susan Hyer	557-1822/3
Inserts, preprints	Jack Aldinger, Ted Knecht	557-1847/8
Marketing services	Uldis Grava	557-1854
National sales	Mac Morris	557-1865
Newspaper circulation	Jim Conaghan	557-5482
Newspaper inventory	John Kelley	557-1811
Newspaper readership	Chuck Lehman	557-1806
NEWSPLAN	Mac Morris	557-1865
New technology	Charles Kinsolving	557-1850
One Order/One Bill	Jack Aldinger, Ted Knecht	557-1847/8
Public Relations	Jim Dunaway	557-1828
Real estate classified	Tony Marsella	557-1836
Recruitment advertising	Ira Gordon	557-1862
Retailing	Alfred Eisenpreis	557-1856
SAU™ (Standard Adv. Units)	Charles Kinsolving	557-1850
SMRB data	Chuck Lehman	557-1806
Standard panels	Dan Collier	557-1858
Survey research	Chuck Lehman	557-1806
Total market coverage	Jack Aldinger	557-1847

(Unless otherwise specified, area code is 212.)

Chicago Office	(312) 644-1290
Detroit Office	(313) 642-9200
Georgia Office	(404) 949-4833
Los Angeles Office	(213) 480-0452
San Francisco Office	(415) 981-8118

NEWSPLAN: Discounts for Continuity

ONE PROGRAM:

NEWSPLAN's only purpose is to make national and regional advertising more effective by giving it the believability, immediacy and selling impact of ROP newspaper advertising at lower cost and greater convenience.

THREE BENEFITS:

Discounts--Lower cost for the advertiser

By planning ahead, you can earn discounts from 10 to 30% or more with NEWSPLAN. Plan your advertising on an annual basis to make sure your cumulative space--in lines or modular units--equals 6 pages, 13 pages, 26 pages or 52 pages. Discounts at these page levels are now in effect in over 1,000 newspapers representing 82% of total U.S. circulation.

SAUs--Simplified specs for the creative department

Thanks to Standard Advertising Units accepted by 1,430 daily newspapers (93% of total daily circulation) one finished mechanical now covers all the newspapers in your schedule in most cases. As of July 1, 1984, the expanded SAU™ system will make life still easier. (See pages 3 and 4 for more details.)

CAN DO--Better audience data for marketers and planners

CAN DO gives you net reach and frequency data for any daily or Sunday newspaper schedule and any geographic area, down to the county level. Audience figures can be run by sex, age, household income or household size. CAN DO computer runs are available through your own terminal if you are an IMS subscriber or through NAB at our cost.

For more information on NEWSPLAN, call Mac Morris at (212) 557-1865.

CAN DO

The Newspaper Advertising Bureau's CAN DO program can:

- produce detailed audience data for any list of newspapers
- provide data customized to any geographic or demographic definition
- calculate reach and frequency estimates
- allow media mix analyses through IMS data bases for other media
- deliver data output via an on-line computer system

CAN DO data are available for every daily and Sunday newspaper in the United States.

CAN DO uses county building blocks to estimate audiences for all SMSAs, ADIs, DMAs or customized areas constructed on whole county lines. And CAN DO provides estimates for the most important audience breaks--age, sex, income and household size.

If you wish to provide us with the total cost per insertion, CAN DO will give you specific cost-per-thousand information on your newspaper audience.

For further information contact Susan Lorenzana (212) 557-1896.

Standard Advertising Units (SAUs)

The Standard Advertising Unit system for national advertisers simplified the production and placement of newspaper advertising. The 25 advertising sizes were designed to fit broadsheet newspapers; 16 of them fit tabloid newspapers.

Since its implementation in 1981, the system has been widely accepted and used by agencies and advertisers. Newspapers accepting SAUs represent over 93% of total U.S. daily circulation.

SAUs were a compromise system created to accommodate varying newspaper formats and therefore were not always a perfect fit. The newspaper business recognized the need to further standardize newspaper advertising and to extend the system to our retail clients.

The SAU Working Committee has developed the expanded SAU™ system which goes into effect on July 1, 1984. The system has received the endorsement of AAAA, ANPA, INAME, NAB and other organizations. Broadsheet newspapers will adopt a 6-column format for display advertising, a 13-inch printed page width and a standard column width of $2\frac{1}{16}$ inches. Measurement and billing of advertising will be based on the standard column inch. Most tabloids will adopt a 5-column format with the same column widths as broadsheets. (The expanded SAU™ format chart on page 5 depicts 53 of the 57 advertising sizes developed.)

For more information or a full-scale SAU™ format chart, call Charles Kinsolving at (212) 557-1850.

BEST AVAILABLE COPY

(Effective July 1, 1984)

The Expanded SAU™ Standard Advertising Unit System

Depth in Inches	1 COL 2-1/16"	2 COL 4-1/4"	3 COL 6-7/16"	4 COL 8-5/8"	5 COL 10-13/16"	6 COL 13"
	← 13" →					
FD*	1xFD*	2xFD*	3xFD*	4xFD*	5xFD*	6xFD*
18"	1x18	2x18	3x18	4x18	5x18	6x18
15.75"	1x15.75	2x15.75	3x15.75	4x15.75	5x15.75	
14"	1x14	2x14	3x14	4x14	N 5x14	6x14
13"	1x13	2x13	3x13	4x13	5x13	
10.5"	1x10.5	2x10.5	3x10.5	4x10.5	5x10.5	6x10.5
7"	1x7	2x7	3x7	4x7	5x7	6x7
5.25"	1x5.25	2x5.25	3x5.25	4x5.25		
3.5"	1x3.5	2x3.5				
3"	1x3	2x3				
2"	1x2	2x2				
1.5"	1x1.5					
1"	1x1					

1 Column 2-1/16"
2 Columns 4¼"
3 Columns 6-7/16"
4 Columns 8⅝"
5 Columns 10-13/16"
6 Columns 13"

Double Truck 26¾"
(There are four suggested double truck sizes:)
13xFD* 13x18
13x14 13x10.5

*FD (Full Depth) can be 21" or deeper. Depths for each broadsheet newspaper are indicated in the Standard Rate and Data Service. All broadsheet newspapers can accept 21" ads, and may float them if their depth is greater than 21".

Newspaper Advertising Bureau, Inc.
485 Lexington Avenue, New York, New York 10017 (212) 557-1600

Tabloids: Size 5 x 14 is a full page tabloid for long cut off papers. Mid cut off papers can handle this size with minimal reduction. The N size, measuring 9⅝ x 14, represents the full page size for tabloids such as the New York Daily News and News day, and other short cut off newspapers. The five 13 inch deep sizes are for tabloids printed on 50 inch wide presses such as the Philadelphia News. See individual SRDS listings for tabloid sections of broadsheet newspapers.

ROP Color Availability

The great majority of newspapers offer ROP color advertising. In the top 300 markets, less-than-one-page ads in BW&1C can reach 93% of the total weekday circulation. Ads in BW&3C can reach 85% of the total circulation.

Percent of Total Circulation Represented by Daily Newspapers Offering ROP Color[1]

	Accept Less Than full-Page Ad			Accept Full-Page Ad		
Market Rank:	One Color	Two Colors	Full Color	One Color	Two Colors	Full Color
Top 25	84.5%	73.7%	71.4%	88.8%	81.9%	79.7%
26-50	100.0	97.2	92.8	100.0	97.2	92.8
51-75	95.8	99.6	97.2	99.6	99.6	97.2
76-100	100.0	98.1	97.0	100.0	98.1	97.0
101-200	99.1	97.6	97.2	100.0	99.8	99.4
201-300	100.0	98.9	97.5	100.0	98.9	97.5
Cumulative:						
Top 50 markets	88.6%	79.8%	77.0%	91.8%	85.9%	83.1%
Top 75 markets	90.1	82.6	79.8	92.9	87.8	85.1
Top 100 markets	90.9	83.9	81.3	93.4	88.7	86.1
Top 200 markets	92.3	86.2	84.0	94.6	90.4	88.3
Top 300 markets	92.9	87.1	85.0	95.0	91.2	89.0

Sources: SM Survey of Buying Power, 1981; SRDS, September 1981; ANM Circulation '81/'82.

[1]All daily newspapers with at least .05 ratio of circulation to households, or more than 25,000 circulation in the SMSA.

Free-Standing Insert Options

Today inserts can be distributed in nearly every daily and Sunday newspaper in the United States. Circulation achieved is more than 59,000,000 daily and 52,000,000 Sunday. Over 50% of all Sunday editions can distribute an insert in less than their full-run circulation, and more than 75% will accept a product sample attached to an insert. A similar proportion will accept an envelope, either empty or containing inserts or coupons.

Sizes are almost limitless. You can make an insert as large as anything that fits into the newspaper when folded, to 11" x 13", or as small as 5" x 7". Formats are equally varied: from a single page to a booklet of 96 pages or more. Inserts can be long or short and can include flaps, gatefolds, reply cards, coupons, perforations, fragrances, etc. Inserts can be printed on all types of paper from ordinary newsprint to super-coated card stock.

NAB's One-Order/One-Bill Service

Estimates and information can be obtained from Jack Aldinger or Ted Knecht of our Insert Division at (212) 557-1847/8. The Insert Division is set up to provide advertisers and agencies with all the information needed to plan and execute any type of multi-newspaper insert program, including specifications and availabilities, as well as cost estimates for printing, freight and inserting. The Insert Division will handle all paper work, make reservations, issue insertion orders and forward payment to every newspaper on the schedule, billing you on one invoice. Feel free to use this valuable service.

Newspaper Co-op Network® (NCN)

With just one call to the Newspaper Co-op Network®, manufacturers and advertising agencies can easily place dealer listing co-op ads in any number of markets.

NCN makes it possible for you to coordinate your local message with your national brand awareness advertising--and still include local dealer listings in each market. You place only one order and get one bill--NCN DOES ALL THE WORK!

The key to the system is a national network of local newspapers, organized into eight sales and control regions. Each region has an NCN coordinator headquartered at a major newspaper in a centrally located market.

This network gives you exactly the type of market coverage you need: local, regional or national.

NCN is a total marketing package that dramatically increases vertical movement. Here are ten of NCN's unique advantages:

FACT 1 One Order/One Bill makes newspapers easy to use for co-op and eliminates the hassle of multiple orders and multiple invoices.

FACT 2 NCN® is cost efficient--It eliminates administration costs and insures the best possible rates available for dealer list co-op advertising.

FACT 3 Stimulates local retailer involvement and produces new retail single-signature advertising.

FACT 4 Flexibility--Tailors newspaper coverage to your needs for any combination of regular or test markets.

FACT 5 Creative Control--Advertiser controls both graphics and copy content.

FACT 6 Guaranteed Timing--Direct placement when and where you want it.

FACT 7 Localized Monitoring--Provides a new measurement tool. National Sales Manager now evaluates local market dealer penetration.

FACT 8 Customization--Dovetails ad coverage with local representatives' sales areas or distributor/wholesaler territories.

FACT 9 Specialization--Trouble-shooting capability to solve immediate marketing problems, i.e., excess inventory, new product test and competitive threat, market by market.

FACT 10 Free Sales Help!--NCN acts as an extension of your own field sales force, uniting them with newspaper co-op managers throughout North America. (Newspapers have more than 26,000 retail sales people in the field.)

Best of all, NCN WORKS. Ask us for success stories. For more information on NCN, call Frank Hennessey at (312) 644-1295.

Where to Obtain Rate Information

Current information on ROP rates for daily and Sunday/weekend newspapers is available from the Marketing Services Section of NAB. Contact Jim Conaghan at (212) 557-5482.

Through NAB's NEWSPLAN, over 1,000 newspapers representing more than 82% of total weekday circulation offer discounts to national and regional advertisers who place ROP linage or modular units equal to six or more pages per year. For more information, contact Mac Morris at (212) 557-1865.

Current information on rates for preprints and inserts is available from Jack Aldinger at (212) 557-1847 or Ted Knecht at 557-1848.

Among the Marketing Services reports that include rate information are the following:

METROPOLITAN MARKETS 1-125 BY HOUSEHOLDS

METROPOLITAN MARKETS 126-300 BY HOUSEHOLDS

United States markets ranked by number of households in SMSA. Lists all newspapers with at least .05 ratio of circulation to households or more than 25,000 circulation. Includes time of publication; ratio of circulation; open line rates; and cost of a quarter page, one page and 20,000 lines. Published separately for weekday and Sunday/weekend editions.

300 METROPOLITAN MARKETS BY HOUSEHOLDS

Same information as above for all newspaper groups with at least .05 ratio of circulation to households in the top 125 markets, a .10 ratio in markets 126 through 300, or more than 25,000 circulation in the SMSA. Published separately for weekday and Sunday/weekend editions.

CUMULATIVE CIRCULATION AND RATES OF NEWSPAPERS IN 300 METROPOLITAN MARKETS NECESSARY TO OBTAIN 60% HOUSEHOLD COVERAGE IN EACH MARKET

Summary data on the above statistics for the top 10 markets, the top 20, etc.

TOP 300 METROPOLITAN MARKETS: ROP COLOR AND MEZZOTINT

U.S. NEWSPAPERS WITH ZONE EDITIONS

A Few Common Newspaper Terms

Agate line:	The traditional newspaper space measurement, one column wide and one-fourteenth of an inch deep.
Broadsheet newspaper:	A "standard" or large-size newspaper. As of July 1, 1984, most broadsheet dailies will adopt a uniform 13-inch printed page width and a full depth of 21" or deeper, up to 22½".
Circulation:	The number of copies sold or distributed. For the more than 90% of weekday circulation audited by the Audit Bureau of Circulation, the term always denotes paid circulation.
Column inch:	Space measurement favored by local advertisers, one column wide and one inch deep.
Double truck:	Two facing pages used for a single unbroken advertisement. Also called a two-page spread.
Facsimile transmission:	The electronic transmission of a page image (usually to printing plants at other sites).
Gutter:	The blank space on the inside page margin.
Newsprint:	The uncoated, machine-finished paper on which newspapers are printed.
Pagination system:	A computerized makeup system for composing whole pages of type, line art and halftones.
Press run:	Total number of copies printed per issue.
ROP:	Originally, ROP (or "run-of-paper") denoted an advertisement position anywhere in a newspaper (as opposed to a preferred position). Now ROP is generally applied to ads that appear on a newspaper page (as opposed to inserts or preprints).
Scotch double truck:	A single unbroken advertisement on two facing pages bordered by one full column of editorial on each of its vertical sides and by shallow columns of editorial across the top.
Tabloid:	A newspaper with a smaller page size than a broadsheet. A full tabloid page is usually 14 inches deep. The width varies from 9⅜" ("short cut-off") to 10 13/16" ("long cut-off").

Daily Newspaper Audience
(Average Weekday)

	Number (in 000's)	Percent of Population (Coverage)	Percent of Audience (Composition)
Total Adults	109,363	66%	100%
By Sex:			
Men	52,933	68%	48%
Women	56,430	65	52
By Age:			
18-24 years	16,686	58%	15%
25-34 years	23,394	61	21
35-44 years	19,332	70	18
45-54 years	16,469	73	15
55-64 years	16,221	74	15
65 years or older	17,261	68	16
By Education:			
College graduate	20,046	78%	18%
1-3 years college	19,383	71	18
High school graduate	44,871	68	41
1-3 years high school	14,039	60	13
Grammar school or less	11,024	49	10
By Household Income:			
$40,000 & over	23,389	78%	21%
$30,000 & over	40,550	77	37
$25,000 & over	52,093	76	48
$20,000-$24,999	13,489	69	12
$15,000-$19,999	11,155	64	10
$10,000-$14,999	15,357	60	14
Under $10,000	17,268	52	16
By Occupation:			
Professional, manager	20,609	75%	19%
Clerical, sales	19,239	72	18
Craftsman, foreman	7,560	63	7
Other employed	18,140	61	16
Not employed	43,815	64	40

Source: 1983 SMRB Study of Media and Markets.

Sunday/Weekend Newspaper Audience
(Average Sunday/Weekend)

	Number (in 000's)	Percent of Population (Coverage)	Percent of Audience (Composition)
Total Adults	108,352	66%	100%
By Sex:			
Men	52,126	67%	48%
Women	56,226	65	52
By Age:			
18-24 years	17,974	63%	17%
25-34 years	24,298	63	22
35-44 years	19,223	70	18
45-54 years	15,959	71	15
55-64 years	15,453	71	14
65 years or older	15,445	61	14
By Education:			
College graduate	20,541	79%	19%
1-3 years college	19,929	73	18
High school graduate	44,513	68	41
1-3 years high school	13,507	58	13
Grammar school or less	9,862	44	9
By Household Income:			
$40,000 & over	24,086	81%	22%
$30,000 & over	41,462	79	38
$25,000 & over	53,141	77	49
$20,000-$24,999	13,228	68	12
$15,000-$19,999	11,152	64	10
$10,000-$14,999	15,084	59	14
Under $10,000	15,747	47	15
By Occupation:			
Professional, manager	21,370	78%	20%
Clerical, sales	19,026	72	18
Craftsman, foreman	7,685	64	7
Other empolyed	17,750	60	16
Not employed	42,521	62	39

Source: 1983 SMRB, Study of Media and Markets.

Reach and Frequency: Typical Five-Day Patterns for Daily Newspapers at Varying Levels of Penetration

One Issue Reach:	Number of Weekday Issues: Two	Three	Four	Five
15% Reach	19%	22%	23%	25%
Avg. Freq.	1.6	2.1	2.6	3.1
20% Reach	26%	29%	31%	33%
Avg. Freq.	1.6	2.1	2.6	3.1
25% Reach	32%	36%	39%	41%
Avg. Freq.	1.6	2.1	2.6	3.1
30% Reach	38%	43%	46%	48%
Avg. Freq.	1.6	2.1	2.6	3.1
35% Reach	45%	50%	54%	56%
Avg. Freq.	1.6	2.1	2.6	3.1
40% Reach	51%	57%	61%	64%
Avg. Freq.	1.6	2.1	2.6	3.1
45% Reach	58%	64%	68%	71%
Avg. Freq.	1.6	2.1	2.6	3.2
50% Reach	64%	71%	75%	78%
Avg. Freq.	1.6	2.1	2.7	3.2
55% Reach	70%	78%	82%	85%
Avg. Freq.	1.6	2.1	2.7	3.2
60% Reach	77%	84%	88%	91%
Avg. Freq.	1.6	2.1	2.7	3.3

Note: These estimates assume a turnover rate of 28%, which is average for metropolitan newspapers. Turnover rates, the ratio of the two-issue reach to the one-issue reach, range from about 16% to 36%. Since the reach and frequency patterns for individual newspaper vary, these estimates should be used only in the absence of local data.

Source: Audits and Surveys, Inc.; Newspaper Advertising Bureau

Number of Daily and Sunday Newspapers in the United States

Year	Morning	Evening	All Day	Total Daily	Sunday
1978	337	1,401	18	1,756	696
1979	358	1,381	24	1,763	720
1980	357	1,358	30	1,745	735
1981	379	1,323	30	1,732	755
1982	401	1,277	33	1,711	768

Circulation of Daily and Sunday Newspapers in the United States
(in 000's)

Year	Morning[1]	Evening[1]	Total Daily[1]	Sunday
1978	27,657	34,333	61,990	53,990
1979	28,575	33,648	62,223	54,380
1980	29,414	32,788	62,204	54,672
1981	30,552	30,878	61,431	55,180
1982	33,174	29,313	62,487	56,260

[1]Circulation of all-day newspapers is apportioned between "Morning" and "Evening."

Source: Editor and Publisher Yearbook. Prepared by Newspaper Advertising Bureau.

How Much Do People Spend to Read Daily and Sunday Newspapers?
1982 Estimate of Annual Expenditures in the United States
(in thousands of dollars)

Weekday	Sunday	Total
$4,689,837	$1,966,824	$6,656,661

Source: SRDS; Editor and Publisher Yearbook; ABC; CARD.
Prepared by: Newspaper Advertising Burea.

Readers-Per-Copy Estimates for Total U.S.

	Weekday	Sunday/weekend
Adults	2.13	2.25
Men	1.06	1.10
Women	1.07	1.15

Sources: Estimate by Newspaper Advertising Bureau, 1983, based on 1983 SMRB Study of Media and Markets; Editor and Publisher Yearbook, 1983; and ANM Circulation, '83/'84.

Weekday Newspaper Readers-Per-Copy in Top 25 ADIs

Top 25 ADIs	2.52
Markets 1-5	2.66
Markets 6-10	2.44
Markets 11-25	2.39

Sources: Estimate by Newspaper Advertising Bureau, based on 1982 SMRB Study of Media and Markets; Editor and Publisher Yearbook, 1982; and ANM Circulation, '82/'83.

Average Weekday Coverage of Professionals and Managers
(Total U.S.)

	Total (in 000s)	Daily Readers (in 000s)	Percent of Total
Total professionals & managers	27,537	20,609	75%
Individual employment income of $35,000 & over	5,675	4,527	80%
College graduate	15,806	12,294	78
Involved in business purchase decision in last 12 months	8,777	6,890	79

Source: 1983 SMRB Study of Media and Markets.

Most newspaper readers are subscribers:

How Daily Newspapers Read Yesterday Were Obtained

Subscribe, delivery	74%
Bought single copy	18
Family member brought home	3
Obtained otherwise	5

Source: Audits and Surveys, Inc., 1982.

The size of the daily audience varies little over the five weekdays.

Index of Daily Newspaper Readership by Adults

Average Weekday	Monday	Tuesday	Wednesday	Thursday	Friday
100	98	100	102	100	103

Source: Audits and Surveys, Inc., 1982.

Newspaper reach is virtually constant throughout the year.

Index of Month-by-Month Circulation[1]

	J	F	M	A	M	J	J	A	S	O	N	D
AM	101	101	101	101	100	99	97	98	99	101	101	100
PM	99	100	100	100	100	100	99	99	100	101	101	101
Sun/wknd	100	101	101	101	100	99	98	98	100	101	101	100

[1]Average month circulation-100.

Source: Media General, Inc., survey of ICMA members. Data cover the years 1976-1980 and are weighted by circulation size and geographic region to represent national totals.

The Reading of Daily Newspapers:

Average Number of Times Read or Looked At and Average Time Spent Reading Dailies Yesterday, by Day of the Week and Number of Papers Read*

	Avg. No. Times Read/Looked at Newspaper	Avg. Time Spent Reading (Minutes)
Monday		
Read 1 daily	1.5	38
Read 2+ dailies	3.0	61
Tuesday		
Read 1 daily	1.5	40
Read 2+ dailies	2.7	59
Wednesday		
Read 1 daily	1.5	38
Read 2+ dailies	3.1	59
Thursday		
Read 1 daily	1.6	42
Read 2+ dailies	3.2	72
Friday		
Read 1 daily	1.6	39
Read 2+ dailies	2.8	58
All Yesterday Readers	1.8	44

*Audits and Surveys, 1982: National sample of 1,979 adults interviewed in person about "yesterday's" newspaper reading. Interviews were equally distributed across the week, Tuesday-Saturday; "yesterday reading" behavior was probed for three dayparts separately.

Page Opening--Reader Traffic

Will the daily newspaper give you the opportunity to put your ad in front of the kinds of people you want to reach? A 1982 study for NAB conducted by Audits and Surveys, Inc. measured the level of exposure to ten pages selected at random from each paper in our national sample. Only spreads of classified advertising were left out.

This research shows that the typical newspaper page is opened by nearly four out of five issue readers (77%). Page opening levels are pretty much the same for men and women and among people at every level of age, income and education, on every day of the week. And the pages that carry every kind of content get opened.

Percent of Readers Opening Daily Newspaper Pages

Total adult readers	77%
Men	75%
Women	79
18-24 years	75%
25-29 years	75
30-34 years	75
35-44 years	77
45-54 years	80
55-64 years	78
65 years or older	78
General news	83
Local news	82
Food, fashion, social news	75
Sports	71
Business	68
Editorial page	80
Comics	80
Entertainment	79

Source: Audits and Surveys, Inc., 1982.

Estimating Ad Readership

Page opening is the accepted measure of the opportunity for advertising exposure. Other measures, such as Starch "Noted" scores are also widely used as indications of a specific ad's attention value. It is well known that these scores vary with the nature of the advertised product, the size of the ad and the creative treatment.

Only a readership survey can provide reliable clues to a specific ad's attention value, but in the absence of a survey an estimate based on average Starch Noted scores may be useful. Average Starch Noted scores also provide a useful benchmark for evaluating the performance of individual measured ads.

Average Starch "Noted" Scores for 22 Product Classifications

Size Category (in lines)†	Expanded SAU™ Equivalents‡	Average Noted Score Men	Women
140-299	1x7 to 3x5.25	18%	20%
300-599	3x5.25 to 3x10.5	25	30
600-999	3x10.5 to 4x13	30	37
1,000-1,499	4x13 to 5x15.75	34	39
1,500 & over	over 5x15.75	44	47

†Average full page (broadsheet)=2,400 lines

‡For discussion of Expanded SAU™ system, see pages 4 and 5.

Source: Daniel Starch, Inc. (for Million Market Newspapers), 1961-1967.

Multiple Insertions: How Advertising Exposure Accumulates

It is virtually impossible to obtain direct measures of the number of people reached by multiple ad insertions.

However, if it can be assumed that the likelihood of newspaper readers seeing one or more ads in a campaign is approximately the same as the likelihood of seeing one or more in a single newspaper issue with the same total number of insertions, than it is possible to estimate the cumulative effect of multiple insertions.

In order to estimate the net reach or two or more advertising insertions, the first step is to establish the average exposure level for a single insertion, either through custom research or by the use of an estimate. Given this base figure, it can be assumed that multiple insertions will build along the lines shown in the following table.

Estimated Net Reach and Frequency for Multiple Ad Insertions

Noted Score	Number of ads in Campaign: Two	Three	Four	Five	Six	Seven
20% net reach:*	30%	38%	45%	50%	55%	58%
avg. freq:	1.3	1.6	1.8	2.0	2.2	2.4
25% net reach:	37%	46%	53%	59%	63%	66%
avg. freq:	1.4	1.6	1.9	2.1	2.4	2.6
30% net reach:	43%	53%	61%	67%	71%	74%
avg. freq:	1.4	1.7	2.0	2.2	2.5	2.8
35% net reach:	50%	60%	68%	74%	78%	80%
avg. freq:	1.4	1.8	2.1	2.4	2.7	3.1
40% net reach:	55%	65%	73%	79%	83%	85%
avg. freq:	1.5	1.8	2.2	2.5	2.9	3.3
45% net reach:	60%	70%	78%	84%	87%	89%
avg. freq:	1.5	1.9	2.3	2.7	3.1	3.5
50% net reach:	65%	75%	83%	88%	90%	91%
avg. freq:	1.5	2.0	2.4	2.9	3.3	3.8

*Net reach=percent of exposed audience reached one or more times.

(For more details see, "Yardstick of Accumulative Newspaper Ad Readership," Newspaper Advertising Bureau.)

Ad readership varies little whether the ad appears on the left or right side of the page...

	Left	Right
Men	99	102
Women	100	100

...above or below the fold...

	Above Fold	Below Fold
Men	99	101
Women	100	100

...or in the gutter or outside position.

	Gutter	Outside
Men	100	101
Women	101	100

But...editorial environment can affect performance.

Advertisements for Products of Interest to Both Men and Women

Type of Page:	Men	Women
Sports	114	49
Food, home	63	101
General news	100	101

NOTE: Index--Starch "Noted" score for average ad=100.

Source: MMN Starch studies of 32,000 ads.

Most Believable Advertising Medium

	Percent Selecting Medium	Rank of Medium
Newspapers	42%	1
Television	26	2
Magazines	11	3.5
Radio	11	3.5
Direct Mail	5	5
All about equal	2	NA
No opinion	3	NA

Source: Opinion Research Corporation, Caravan Express, August 1981.

Percent Who Look Forward to Advertising in Five Media

	Percent*
Newspaper ads	60%
Mail ads	28
Magazine ads	20
Television commercials	7
Radio commercials	6

*Total exceeds 100% because of multiple mentions.

Source: Response Analysis Corporation, 1982.

Editorial Environment: Newspaper Features and Sections

Daily and Sunday newspapers aren't just news: The newspaper provides a world of varied editorial environments that meet the needs of almost any advertiser.

Thanks to a 1983 survey mailed to evey daily and Sunday newspaper in the United States and Canada, Newspaper Advertising Bureau can supply a computerized list of newspapers carrying specific features. This list, alphabetized by state and by city within state, tells which days of the week the feature runs, as well as the newspaper's general policy on positioning. (More than eight out of ten U.S. newspapers will position advertising near appropriate content on request, usually without charge.)

Features on which information is available include:

Advice on personal finance
Astrology
Automotive
Beauty
Best food buys

Books
Bridge
Business, financial
Career advice
Child care

College
Computers (personal)
Consumers, action line
Diet, nutrition
Environment, ecology

Etiquette
Farm and ranch
Fashion, men
Fashion, women

Fashion, teenage
Games and puzzles
Gardening
Health and medical
Home building, repair

Home furnishings, decorating
Household hints
Movie reviews
Movie timetable

Music, records, tapes
Op Ed page
Outdoors: camping, etc.
"People"
Personal advice

Pets
Photography
Radio log
Real estate

Recipes
Religion
Restaurants
Retirement, Social Security

School news
Science, technology
Security & commodity quotations
Sewing patterns

Sports (spectator)
Sports (participant)
Stamps, coins
TV reviews
Theatre

Travel & resort
Weather map
Wine
Youth

For more information, call John Kelley (212) 557-1811.

How Newspaper Advertising Works

The daily newspaper is a unique advertising medium. NAB's "Creative Newspaper" shows that the medium can offer almost unlimited possibilities for innovation, but years of retailer experience and research prove that newspaper ads don't have to amuse, startle or shock in order to sell.

Many people "look forward" to newspaper advertising. A card-sorting game included in a national study of newspaper reading (Audits and Surveys, Inc., 1982) indicates that more readers are interested in supermarket ads, store ads for clothing, classified ads and movie ads, than are interested in crossword puzzles, book reviews or sports news about professsional teams.

In other words, readers are accustomed to thinking of the daily newspaper mainly as a useful source of information. They are certainly aware of the difference between editorial content and advertising, but when the information is useful, they don't pay much attention to this distinction. Newspaper ads are seldom perceived as intrusive because readers don't have to spend any time with them unless they want to.

In 1979, Admar Research Company conducted interviews involving 339 different ads appearing in 27 major newspapers across the country. This research demonstrates the close links between buying interest and interest in newspaper advertising.

Questions about how likely it was that the reader would buy the kind of item advertised within the next year showed that 54% were "prospects." Other questions on the likelihood of buying the advertised brand or

patronizing the advertised store were used to establish six levels of prospect status. Finally, readers were asked about interest in the ad itself. Here are the results:

Average Interest Level in 339 Newspaper Ads
(by Prospect Status)

	Interest in Ad
Prospects:	
I ("hottest" prospects)	90%
II	78
III	48
Non-prospects:	
IV	48%
V	33
VI ("coldest" prospects)	11

(For further details, see "How Newspaper Ads Select Customers," Newspaper Advertising Bureau, 1979.)

Percent of This Week's Purchases Not Planned Last Week

	Percent Unplanned
Women's wear (average)	86%
Men's wear	82
Children's infants' wear	85
Stationery, gift items	76
Major appliances, TV, stereo	88
Furniture, furnishings	79
Household textiles, sewing items	85
Housewares and supplies	95
Sporting goods	85

Advertising Influence on Last Unplanned Purchase

	Saw or Heard Advertising		Source of Advertising
Total reporting unplanned purchase	41%	=	100%*
Newspaper			60%
Television			17
Direct mail			15
Magazine			6
Radio			5
Something left at door			3
No answer			1

*Total exceeds 100% because of multiple answers.

Source: Response Analysis Corporation, 1982.

(For more details, see "How America Shops and Buys," Newspaper Advertising Bureau, 1983.)

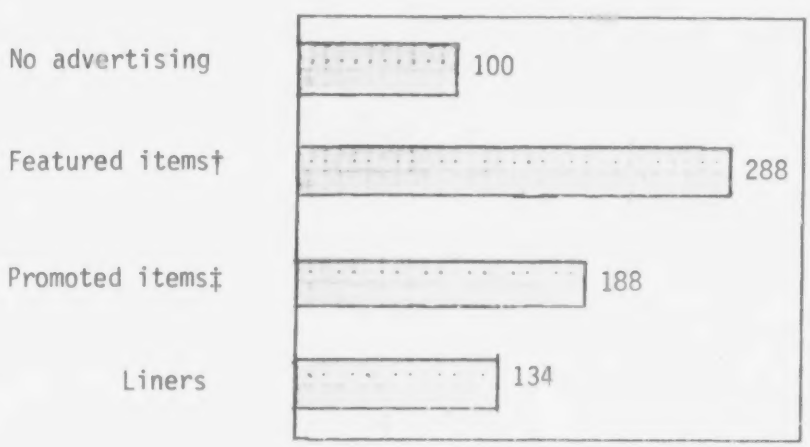
How Newspaper Advertising Affects Package Good Sales

In 1980, computerized scanner records were used to analyze the effect of ad linage and price cuts on product movement. The analysis covered 479 items appearing in 20 ads from 17 stores. Unit and dollar sales were recorded for the week of the ad and two weeks before the ad (the base period).

Results show that, on average, newspaper advertising triples the volume of items advertised at cut prices. The sales effectiveness of newspaper ads doesn't depend on price cuts--advertising goods at regular prices doubles sales.

The movement of items advertised at regular prices is closely tied to the amount of advertising space given an item.

Sales results for items advertised at regular prices



†Four square inches or more.

‡Larger than a liner but less than four square inches.

Cents-Off Coupons

Newspapers continue to be the medium through which most coupons are distributed.

Coupon Distribution Patterns

	1982	1981	1980
Newspapers	77.9%	78.5%	75.6%
Daily	23.1	27.3	31.1
Co-op	15.2	17.7	17.1
Sunday	6.3	7.3	9.0
F.S.I.	33.3	26.2	18.4
Magazines	11.4	11.8	13.3
Direct mail	3.8	3.3	3.4
In/on pack	6.9	6.4	7.7

Source: Nielsen Clearing House, 1983.

Movement of Products Supported by Couponed Newspaper Advertising

	Lipton Lots-a-Noodles Soup	Minute Maid Apple Juice
Week before ad	252 units	79 units
Week of ad	456	239
Week after ad	326	222

Source: NABSCAN, 1981, based on data from 7 scanner stores in 7 different cities.

Usage of Cents-Off Coupons from Newspapers by Female Homemakers

	Percent of Female Homemakers	Percent of Coupon Users
Ever use cents-off coupons	70%	100%
Use Coupons from newspapers	62%	88%
Heavy--more than once a week	10	13
Medium--once a week	24	34
Light--less often	28	41

Source: 1982 SMRB Study of Media and Markets.

Advertising-to-Sales Ratios for
Selected Retail Stores and Services (1982)

	Ad Dollars as Percent of Sales
Amusement & recreation services (misc.)	4.7%
Apparel & accessories stores	2.8
Auto dealers & gas stations	1.3
Automotive repair & service	2.5
Data processing services	1.0
Department stores	3.0
Drug & proprietary stores	1.8
Eating places	3.3
Educational services	4.6
Equipment rental & leasing	2.7
Finance services	2.3
Fuel & ice dealers	0.6
Furniture stores	7.2
Grocery stores	1.3
Hotels, motels	2.5
Household appliance stores	5.7
Insurance agents, brokers	1.1
Jewelry stores	6.3
Lumber & building materials	2.7
Mail order houses	15.7
Motion picture theaters	3.3
Personal credit institutions	1.6
Personal services	6.6
Radio & TV broadcasters	3.5
Real estate	3.0
Savings & loan associations	0.5
Shoe stores	1.6
Women's ready to wear	2.5

Source: Special analysis by Schonfeld and Associates of SEC data for 5,000 publicly owned companies, as reported in Advertising Age, August 15, 1983.

How Can Intermedia Advertising Costs Be Estimated?

Media planners often need to compare the cost of various advertising media. The Designated Market Area (DMA) is a geographic unit that lends itself to this purpose, since the 205 DMAs account for the total land area of the United States.

Intermedia cost estimates can best be expressed in terms of households rather than adults because current household figures are available for both broadcast and newspapers.

Since major advertisers and agencies are usually concerned with advertising schedules rather than single insertions, the logical measure of potential exposure is Gross Rating Points (GRPs).

The table on page 32 illustrates how GRPs can be used for intermedia comparisons, in this case between TV and newspapers. This table shows marginal differences in the household universes for newspapers and TV because Nielsen household estimates are 98% of 1984 forecasts (year ahead) whereas newspaper DMAs are 100% of Market Statistics 1983 updates (year past) of the 1980 Census.

The table on page 32 compares the cost-per-household GRP of the newspaper space unit (SAU 13) and TV time unit (30 seconds) most favored by national advertisers. For TV, the daypart used is prime time because this is the period offering the largest dual audience.

It should be kept in mind that the figures shown represent a conservative estimate at national open rates, used in the initial stages of setting up a media plan. A final plan specifying particular TV programs and individual newspapers (with local or earned volume discounts) might show slightly different results.

For further details contact Ed Finlay (212) 557-1853.

Daily Newspaper vs. Television DMA
Household and Cost/HH GRP Comparison
(Oct-Dec 1983)

		30 sec. Primetime Spot TV		SAU 13 Daily Newspapers	
		HH (000)	Cost/HH GRP	HH (000)	Cost/HH GRP
1.	New York	6,489	$ 671	6,554*	$ 500
2.	Los Angeles	4,383	540	4,302	296
3.	Chicago	2,948	311	2,997	237
4.	Philadelphia	2,425	249	2,431	205
5.	San Francisco	2,038	266	1,993	179
6.	Boston	1,957	283	1,947	185
7.	Detroit	1,643	169	1,676	161
8.	Washington, DC	1,511	163	1,491	160
9.	Dallas-Ft. Worth	1,448	212	1,383	149
10.	Cleveland	1,400	123	1,420	120
	TOTAL: Top 10	26,242	$2,987	26,194	$2,192
11.	Houston	1,381	$ 217	1,288	$ 112
12.	Pittsburgh	1,204	147	1,217	102
13.	Miami	1,153	186	1,122	85
14.	Seattle-Tacoma	1,135	133	1,121	108
15.	Minneapolis-St. Paul	1,129	119	1,090	92
16.	Atlanta	1,113	151	1,079	77
17.	Tampa-St. Petersburg	1,099	142	1,039	82
18.	St. Louis	1,037	97	1,046	51
19.	Denver	923	137	860	64
20.	Sacramento	886	90	840	78
	TOTAL: Top 20	37,302	$4,406	36,896	$3,043

Sources: Market Statistics, Media Market Guide, SRDS, Circulation 83/84.

Total U.S. Advertising Expenditures in Consumer Media: 1983
(Preliminary)

	NATIONAL		LOCAL/RETAIL		TOTAL	
	$ Millions	% of Total	$ Millions	% of Total	$ Millions	% of Total
Newspapers	$ 2,707	11.7%	$ 17,625	50.7%	$ 20,332	35.1%
Television	11,805	51.2	4,285	12.3	16,090	27.8
Direct Mail	2,736	11.9	5,450	15.7	8,186	14.2
Radio	1,320	5.7	3,910	11.2	5,230	9.0
Magazines	3,651	15.8	559	1.6	4,210	7.3
Yellow Pages	217	0.9	1,299	3.6	1,516	2.6
Weeklies, Shoppers	41	0.2	1,319	3.8	1,360	2.4
Outdoor	520	2.3	285	0.8	805	1.2
Transit	66	0.3	54	0.2	120	0.2
TOTAL	$ 23,063	100.0%	$ 34,786	100.0%	$ 57,849	100.0%

Source: Newspaper Advertising Bureau

Newspaper Advertising Expenditures[1]
(millions of dollars)

	National	Retail	Classified	Total
1972	$1,062	$ 3,964	1,913	$ 6,938
1974	1,105	4,563	2,174	7,842
1976	1,342	5,668	2,608	9,618
1978	1,541	7,023	3,649	12,214
1980	1,963	8,609	4,222	14,794
1982	2,452	10,390	4,852	17,694

[1]Production cost estimates included.

Source: McCann-Erickson, Inc.; NAB estimates for classified.

Newspaper Insert and Preprint Advertising Volume

	Free-Standing Inserts (Card & Multi-Page) (millions)	Roll-Fed Hi-Fi & Spectacolor (millions)	Total (millions)	Free-Standing Insert Revenue† (thousands)
1973	11,895	905	12,800	NA
1975	15,800	261	16,000	NA
1977	20,101	165	20,266	$1,086,000
1979	27,132	85	27,217	1,776,604
1981	28,708	62	28,770	2,288,542
1982	29,966	*	29,966	2,517,396

†Based on a 12-page tabloid--includes printing and inserting.
*Less than 1% of FSI figure for 1982.

Typical National Insert CPMs for Sunday Newspapers
(Top 100 SMSAs)

	Total Circulation (in 000s)	2 pages	4 pages	8 pages	12 pages
Top 10	16,000	32.32	32.80	37.09	41.39
Top 25	25,000	32.29	32.95	37.21	41.71
Top 50	33,000	32.32	33.34	38.31	43.45
Top 75	37,000	32.40	33.42	38.54	44.15
Top 100	40,000	32.45	33.47	38.69	44.45

Source: Newspaper Advertising Bureau, December 1983.

Data Regularly Distributed By Media Analysis Unit Of The Research Department

Cities in the U.S. with two or more newspapers.

Cumulative circulation and rates of daily newspapers in 300 metropolitan markets necessary to obtain minimum 60% household coverage in each market.

Cumulative circulation and rates of Sunday newspapers in top 300 metropolitan markets necessary to obtain minimum 60% household coverage in each market.

Daily newspapers in top 300 metropolitan markets: households, coverage, circulation, open line rate, cost of 1,000 lines, full page, and 20,000 lines.

Daily and Sunday newspapers with zone edition.

Daily newspapers in top 300 metropolitan markets, ROP color edition.

How much do people spend to read daily and Sunday newspapers, 1945-present.

Media breakdown of U.S. agencies billing $30 million or more.

National advertising expenditures in major media by classification.

Newspaper advertising expenditures.

Newspaper groups--daily--top 300 metropolitan markets.

Newspaper groups--Sunday--top 300 metropolitan markets.

Newspapers in U.S. not accepting beer, wine or liquor advertising.

Newspapers not offering a 2% cash discount.

ROP color premium in top 300 metro markets for 1,000 lines and full page (breakdown by 100 markets--1, 2, and 3 color).

Sunday newspapers in top 300 metro markets: households, coverage, etc.

Total advertising volume in the U.S.--1935 to present--(McCann-Erickson estimates).

U.S. Daily and Sunday newspapers--1945 to present--number and circulation.

Please contact: Economic and Media Analysis Unit (212) 557-1827.

NAB Research Reports

	Member Prices
AD READERSHIP	
Air Travel Study (1981)	$ 4.75
Color in Newspaper Advertising: Is It Worth the Money? (1974)	1.50
A Comparison of the Readership of 7- vs. 8-Column National Ads (1972)	1.50
Creative Variables and Ad Readership (1975)	2.00
Do Corporate Ads Get Read? Evidence from a Follow-up Study in 5 Cities (1980)	1.75
Does Corporate Advertising Get Read? (1980)	1.00
Editorial Context: Readership of Men's Interest Ads (Tires) on Sports Pages vs. General News Pages (1972)	1.00
The Effects of Placing Ads for the Same Product Category on the Same Page: A Field Experiment (1976)	3.00
An Evaluation of Changes in Ad Readership Over Time, and Technical Appendix (1972)	2.00
How Newspaper Ads Select Customers (1980)	2/1.00
Norms for the Readership of National Ads and an Analysis of the Readership Effects of Ad Size (1972)	1.00
Readership of Coupon vs. No-Coupon Ads (1974)	1.00
Readership of Small Space National Ads in Newspapers (1968)	1.00
Reliability of Individual Starch Ad Scores (1972)	1.00
Research Facts on Position, Timing and Creativity in Newspaper Advertising (1976)	1.50
Retail Inserts in Daily Newspapers: A Four-Market Readership Study (1976)	2.50
A Study of Blacks in Newspaper Ads (1976)	2.00
A Summary of Research on the Form of Advertising: Layout, Type-Size, Typefaces, Forms of Copy (1971)	1.00
Yardstick of Accumulative Newspaper Ad Readership	2/1.00
CLASSIFIED ADVERTISING	
Classified Advertising: Readership and Use Among Purchasers of General Merchandise and Recreation and Leisure Items (1975)	$ 2.00
An Eight-Market Study of Recent New Home Buyers (1978)	2.75
Help Wanted Advertising: A National Mail Survey of New Job Holders (1977)	2.50
Home Buyers and Renters (1976)	2.50

NAB Research Reports (continued)

	Member Prices
CLASSIFIED ADVERTISING (continued)	
Job Search and Recruitment Advertising Study: Engineers and Computer Professionals (1983)	$ 5.00
A National Study of Classified Advertising Readership and Prospect Status (1980)	3.00
Newspaper Real Estate Sections (1978)	2.00
A Pilot Study of Classified Advertising Managers' Opinions About the Operations and Prospects of Classified Advertising (1977)	1.50
Principles for Writing Effective Classified Ads for Private Homes (1968)	2.00
Which Ad Pulled Better? Employment Classified Ads (1974)	1.00
COMPETITIVE MEDIA	
The Believability of Advertising in Five Media: Results from a Recent Nationwide Survey (1981)	$ 2.00
A Comparative Study of Dailies and Community Weeklies in the St. Louis Metropolitan Area (1973)	2.00
Dailies, Shoppers and Pennysavers: A Four-Market Study of Readership and Attitudes (1978)	3.00
Direct Mail (1977)	2.00
National Study of Direct Mail: An Inventory of Household Mail and How it is Treated (1983)	7.50
Newspapers and Direct Mail: A Study of Advertising Believability (1982)	.50
A Pilot Study of Relative Effectiveness of Different Media Mixes in Launching a Motion Picture (1975)	1.50
A Three-City Survey of Recall of Outdoor Advertising (1976)	1.50
Trends in TV Commercial Recall, 1965-1981: A Report on Three Surveys of Prime-Time Network Viewers (1981)	2.50

NAB Research Reports (continued)

	Member Prices
MISCELLANEOUS RESEARCH REPORTS	
A Five-Market Telephone Survey of "Big Ticket" Purchases (1976)	$ 1.00
Key Facts About Newspapers and Advertising 1984 (1984)	1.50
The Young Homemakers (1974)	4.00
Women, Work and Markets of the 80's (1979)	4.50
NEWSPAPER READERSHIP	
Average Weekday and Average Sunday/weekend Newspaper Coverage of Product and Service Users (1982)	$ 3.00
1983 Daily Newspaper Readership Demographic Tables for Total U.S. and Top 100 Metros and Top 100 DMAs (SMRB) (1983)	3.00
1983 Sunday/weekend Newspaper Readership Demographic Tables for Total U.S. and Top 100 Metros and Top 100 DMAs (SMRB) (1983)	3.00
Daily Newspaper: Twelve-Issue Reach and Frequency Tables (SMRB) (1981)	3.00
Local Newspaper Audiences--Seventh Edition, 1979 (1979)	15.00
A National Survey of the Content and Readership of the American Newspaper (1972)	2.00
Newspaper Net Reach Estimator	1.00
The Readership of Newspaper Pages and Sections: Demographic Segments (SMRB) (1983)	2.00
REPORTS ON SPECIFIC PRODUCTS AND SERVICES	
Air Travel Study (1981)	$ 4.75
1980 Automotive Study: Car Buying Plans and Attitudes of Recent New Car Buyers (1980)	4.75
Average Weekday and Average Sunday/weekend Newspaper Coverage of Product and Service Users (1982)	3.00
Beer Brand Awareness, TV Viewing and Daily Newspaper Readership Among Male Beer Drinkers (1976)	2.00
Books and Leisure Time (1974)	2.00
Business Air Travel Decisions (1975)	2.00

NAB Research Reports (continued)

	Member Prices
REPORTS ON SPECIFIC PRODUCTS AND SERVICES (continued)	
Eat and Run: A National Survey of Fast Food Patronage (1978)	$ 3.00
The Emerging New Food Shopper (1982)	3.50
Food Shopping and Eating Patterns (1978)	6.00
Food Shopping in One-Person Households (1983)	2.75
A Four-Market Survey of Financial Service Users (1977)	3.00
Movie Going and Leisure Time (1974)	2.00
Movie Going in the Metropolis (1978)	2.75
Movie Going in the United States and Canada (1981)	2.50
The New American Home (1981)	2.50
1980 Post-Election Automotive Study (1981)	5.00
Shoppers On The Move (1975)	2/1.00
Shoppers On The Move: Eating an Evening Meal in a Restaurant (1975)	1.00
Shoppers On The Move: Movie Going and Movie Goers (1975)	2.00
Sunday Travel Sections and Vacation Travel Prospects: An Eight-Market Study (1980)	4.50
Supermarket Shoppers' Reactions to Future Possibilities (1980)	6.75
A Three-City Study of Beer Drinking and Lifestyle (1973)	2.00
Travel and Leisure Time (1974)	2.00
Wine Drinking and Lifestyle--A Three-City Survey (1973)	2.00
Women and Car Buying (1979)	3.00
Young Men and New Cars Revisited (1974)	2.00
Young Singles and Vacation Travel (1978)	2.75
RETAIL	
The Double Dividend: A Study of How Advertising Works for Department and Discount Stores (1977)	$ 2.50
Eat and Run: A National Survey of Fast Food Patronge (1978)	3.00
The Emerging New Food Shopper (1982)	3.50

NAB Research Reports (continued)

	Member Prices
RETAIL (continued)	
Food Shopping and Eating Patterns (1978)	$ 6.00
Food Shopping in One-Person Households (1983)	2.75
The Future of Retailing (1973)	1.00
How America Shops and Buys (1983)	4.00
The New American Home (1981)	2.50
The Newspaper Advertising Bureau's UPC Databank--A Preliminary Look (1976)	.50
Retail Inserts in Daily Newspapers: A Four-Market Readership Study (1976)	2.50
Shoppers On The Move (1975)	2/1.00
Shoppers On The Move: Eating an Evening Meal in a Restaurant (1975)	1.00
Supermarket Ads Move Merchandise (1981)	4/1.00
Supermarket Shoppers' Reactions to Future Possibilities (1980)	6.75
Women and Fashion: 1981 Study of Clothes Buying Attitudes and Behavior (1981)	4.50
SALES EFFECTS OF ADVERTISING	
Color in Newspaper Advertising: Is It Worth the Money? (1974)	$ 1.50
Coupon Facts: Findings on Cents-Off Coupon Usage and Users (1982)	2.00
The Double Dividend: A Study of How Advertising Works for Department and Discount Stores (1977)	2.50
The Newspaper Advertising Bureau's UPC Databank--A Preliminary Look (1976)	.50
A Pilot Study of Relative Effectiveness of Different Media Mixes in Launching a Motion Picture (1975)	1.50
The Sales Effects of National Newspaper Advertising for Two Package Goods Products (1978)	1.50
Supermarket Ads Move Merchandise (1981)	4/1.00

NAB Research Reports (continued)

	Member Prices
RESEARCH NOTES	
No. 1--A Second Look at CPM's: Column Width and SAU's (1982)	$ .50
No. 2--Daily Newspaper Coverage of People in High-Level Occupations (1982)	.50
No. 3--The Uses of Readers-Per-Copy Estimates (1982)	.50
No. 4--Television Program Listings: Newspapers vs. TV Guide (1982)	.50
No. 5--Moviegoers Assess Their Movie Theatres (1982)	.50
No. 6--The Newspaper's Potential as a Direct Response Medium (1983)	.50
No. 7--Yellow Pages Usage (1983)	.50
No. 8--How to Measure Weekday Newspaper Audiences (1983)	.50

NOTE: In some cases the same research study is listed under two categories.

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8/84

Research Report

1180 Avenue of the Americas, New York, NY 10017

Newspaper Advertising Bureau, Inc. [redacted]

ESTIMATING DAILY NEWSPAPER REACH AND FREQUENCY

FOR MAJOR DEMOGRAPHIC SEGMENTS

This study is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers. These reports provide a basis for making recommendations for the efficient use of the newspaper medium to meet the specific marketing needs of individual companies.

June 1984

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INTRODUCTORY NOTE

Well executed newspaper audience research yields reliable data on the size of the average weekday audience and the overall turnover rate, but the level of turnover found for particular audience segments may be subject to excessive variation. The main point of the estimating procedure suggested in Section II of this report is to provide a more stable basis for estimating net reach and average frequency among key demographic segments. This procedure is based on the averaging of turnover rates found for a large number of individual newspapers.

It is assumed that any daily newspaper using this estimating procedure has current survey information on average weekday readership and overall turnover rate. Tne procedure is especially suitable for newspapers researched in the syndicated studies cited in Section II.

Grateful acknowledgments are due to Scarborough Research Corporation and to Simmons Market Research Bureau for granting full access to their research findings on local newspaper markets. Harold Israel of Scarborough and Edward Barz of Simmons made many valuable editorial suggestions.

The report was prepared by Charles Lehman of NAB's Research Department.

I. A PRIMER ON REACH AND FREQUENCY

What Does "Reach and Frequency" Mean?

"Reach and frequency" is a shortened version of "net reach and average frequency", often abbreviated to the irreducible form "R&F".[1] However expressed, the phrase denotes a pair of figures, the first of which indicates the percentage of a target population exposed to a medium or advertising campaign over a given number of issues, programs or advertising insertions. The second figure indicates the number of times the average person in the audience is exposed.

"Gross rating points" or "GRPs" is a related concept that originated in broadcasting. The GRP concept reduces a pair of R&F figures to a single figure: Net reach multiplied by average frequency equals GRPs. A net reach of 25% with an average frequency of 4.0 equals 100 GRPs. In words, the concept of gross rating points is sometimes defined as the number of exposures or impressions per 100 people.

Reducing a pair of R&F figures to a single measure can bury critically important information. A total of 100 GRPs can mean reaching 50% of the population an average of two times each, 25% an average of four times, or 10% an average of ten times. Nevertheless, audience estimates expressed only in GRPs are widely accepted by advertisers.

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1) "Frequency" can also refer to distribution; that is, the number or percentage in the total audience reading one out of five issues, two out of five issues, etc.

Why Is Reach and Frequency Important?

Historically, retail newspaper advertisers have shown little interest in the concept of reach and frequency. Instead, they have usually expected a single newspaper ad to achieve a particular objective at a single point in time. Since this objective typically involves the movement of a specific volume of goods or the more general goal of building store traffic, retailers can judge the effectiveness of their newspaper advertising in a fairly direct way. Even when there is no systematic attempt to measure advertising effects, retailers have a good "feel" for the results they obtain.

Among national advertisers and many kinds of service companies, the ascendancy of "image" advertising has created the need for different measures of media effectiveness. Users of image advertising routinely commit themselves to a long-term campaign. They have no practical way to measure the effect of a single message at a given point in time, so they need a means of estimating reach and frequency over time.

One of the biggest problems faced by newspapers in building national advertising volume is that many national advertisers think of the newspaper only as a "promotion" medium used to distribute cents-off coupons. This perception may be so ingrained that the suitability of newspapers for image advertising campaigns is rarely considered.

In order to promote the newspaper as a medium for image advertising, it is essential to have R&F estimates for major demographic segments and varying market conditions. This document uses data from syndicated research by Scarborough and Simmons as a basis for such estimates.

How Are R&F Figures Obtained?

Most reach and frequency figures are estimates based on certain theoretical assumptions. R&F figures beyond two issues or two insertions are usually developed by applying a Beta binomial[1] to data obtained from a sample of respondents interviewed on two separate dates about their recent media exposure.

R&F figures based on a formula are hardly ideal, but there are no practical ways to measure reach and frequency directly. Attempting more than two interviews with each respondent would be very expensive, especially since each successive wave of interviewing would encounter a higher refusal rate. A single interview covering media exposure over a long period puts too many demands on memory. A diary approach also presents problems because many respondents are likely to wait until the end of the dairy period before making any entries.

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1) The Beta binomial formula is used mainly as a "algorithm" or set of step-by-step instructions for computers. However, two algebraic formulas for estimating reach and frequency are described in the Appendix.

Assumptions of R&F Formulas

Regardless of the particular binomial expansion used (e.g., Beta, Metheringham), R&F formulas involve several assumptions that users should keep in mind. Specifically, it is assumed that:

1) Each issue reaches an identical number of people.

2) Starting points and intervals between issues are irrelevant. If the formula specifies that five issues have a net reach of 50% with an average frequency of 3.8, these figures apply regardless of which weekdays are involved and how they are distributed over time.

3) A respondent's behavior over two interviews is predictive of future behavior. Someone who reports reading "yesterday's" newspaper in each of two interviews is much more likely to read a third issue than is someone who failed to report reading in either interview.

How Well Do R&F Models Fit The Daily Newspaper Audience?

The accuracy of the figures generated by R&F formulas can be expected to vary from newspaper to newspaper. R&F figures are probably closest to the mark for dailies with a minimum of single-copy sales and a low turnover rate. When single-copy sales represent a high proportion of a newspaper's total circulation, R&F estimates may not be very useful, particularly if total circulation varies a great deal from one weekday to another.

What Is Turnover Rate and How Is It Measured?

The turnover rate is an essential input in the binomial expansion formulas used to estimate reach and frequency. Turnover is a concept that can be applied to any medium. It might be defined as the proportion of the single-issue (or single-program) audience added by a second issue or program. Mathematically, a newspaper's turnover rate is:

$$\frac{\text{(two-issue reach)} - \text{(one-issue reach)}}{\text{one-issue reach}}$$

Thus, a newspaper with a one-issue reach of 10,000 and a two-issue reach of 12,500 has a turnover rate of 25%.

The higher a newspaper's coverage[1] of the population, the lower its turnover rate is likely to be, because there is less opportunity for turnover. For example, if one issue reaches 100% of the population, there can be no turnover. Turnover is also affected by the competitive situation in a market. The turnover rate is usually higher in a market which has two competitive dailies vying for readers than in a market with two dailies under common ownership. Even in extreme cases, the overall turnover rate for a daily newspaper rarely exceeds 50%.

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1) Wherever it appears in this report, "coverage" is used to denote one-issue reach, as distinguished from multiple-issue reach.

Turnover Rates Vary Among Demographic Segments

National data on daily newspaper readership collected over a period of years in the "Study of Media and Markets" by Simmons Market Research Bureau show that turnover rates for particular segments can be higher or lower than the overall rate for the total adult audience. However, the "Media and Markets" turnover rates cannot be used in R&F formulas applied to individual newspapers because these rates refer to the readership of "any daily newspaper".

The turnover rate for a specific newspaper is always higher than the turnover rate for "any daily newspaper". Suppose that a particular respondent is interviewed on two separate dates: In the first interview he reports reading the Blade; in the second interview, the Tribune. This respondent represents turnover for both the Blade and the Tribune, but not for "any daily newspaper". Section II of this report shows average (mean) turnover rates for individual newspapers in the Scarborough and Simmons research on local markets.

Other research[1] suggests that turnover rates are lowest among newspaper subscribers and highest among single-copy buyers and pass-along readers.

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1) For example, see "Circulation and Home Delivery Patterns", Newspaper Advertising Bureau, November 1983.

Why Don't R&F Tables Cover Both Weekday and Sunday?

There is more than one kind of R&F formula. The tables in Section III of this report apply only to a single medium. These tables can be used for either weekday estimates or Sunday estimates, but not for the combination of weekday and Sunday editions.

In effect, weekday and Sunday editions of the same newspaper must be treated as two separate media. Weekday and Sunday editions usually have different circulation bases, so that the turnover rate from weekday to Sunday is unlikely to be the same as the turnover rate from weekday to weekday or Sunday to Sunday.

R&F formulas designed for a "media mix" could be applied to a newspaper's weekday and Sunday editions, but these would have to be tailored to each individual need. No general set of tables could cover all possible combinations and permutations.

However, the tables in Section III can be applied to any single print or broadcast medium so long as the coverage level and turnover rate are known and so long as these fall within the limits covered by the tables.

A Few More Words About GRPs---

As a matter of convenience each of the fourteen tables in Section III of this report includes GRPs as well as R&F figures. An examination of these tables may suggest that in many cases the GRP figures are slightly "off". (That is, reach multiplied by average frequency yields a result a few points higher or lower than the GRP figure shown directly below.)

In fact, the GRP figures are correct; these figures do not vary with turnover rates. Apparent discrepancies simply reflect the result of rounding the net reach and average frequency figures.

The way in which GRPs behave can be explained by the first assumption of the R&F model: "Each issue reaches an identical number of people". This means that, regardless of turnover rate, total GRPs for any number of issues can be determined simply by multiplying that number by the coverage level. Five issues of a newspaper with 25% coverage will always produce 125 GRPs; ten issues of a newspaper with 50% coverage will always produce 500 GRPs; etc.

II. USING AVERAGE TURNOVER RATES FROM SYNDICATED RESEARCH FOR R&F ESTIMATES

Scarborough and Simmons Results Agree

Turnover is a fairly sensitive measure subject to wide variation, especially among demographic subgroups that are difficult to reco.tact. For this reason, individual newspaper turnover rates found by Scarborough (for SMSAs and NECMAs)[1] and by Simmons (for ADIs)[2] have been combined into average rates for total adult readers, by major demographic segments and census regions (Tables 1 and 2).

An examination of these tables shows that the two syndicated services are in close agreement, even though the tables refer to different market definitions and different points in time.[3] Both Simmons and Scarborough figures indicate that the turnover rate is lowest in the North Central region and highest in the West. Both services find that turnover rates are higher for adults under 25 years old than for older readers. Both of them find little or no difference in the turnover rates for male and female readers, etc.

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1) SMSAs - Standard Metropolitan Statistical Areas
NECMAs - New England Consolidated Metropolitan Areas

2) ADIs - Area of Dominant Influence, a measure developed by Arbitron and tied to TV coverage.

3) Seventy-eight daily newspapers appear in both the Simmons ADI list and the Scarborough SMSA list. (See Appendix for names of newspapers used.)

Table 1

Average (Mean) Turnover Rates for Major Daily Newspapers in 52 Top Metropolitan Areas, by Demographics*

	Total U.S.	North-east	North Central	South	West
Total adult readers	25%	24%	21%	27%	29%
By Sex:					
Male	25%	24%	21%	26%	30%
Female	25	24	22	27	28
By Age:					
18-24 years	34%	31%	29%	37%	38%
25-54 years	26	24	22	27	30
55 years or older	20	21	15	21	23
By Education:					
College graduate	23%	22%	19%	22%	28%
1-3 years college	25	24	21	26	28
High school graduate	26	25	22	27	29
Some high school or less	30	28	22	35	32
By Occupation:					
Professional, manager	24%	22%	21%	23%	29%
Clerical, sales	26	25	21	28	30
Other employed	29	27	24	32	33
Not employed	24	24	20	26	26
By Household Income:					
$35,000 & over	24%	23%	18%	24%	29%
$20,000-$35,000	25	23	21	26	28
Under $20,000	27	26	23	30	30
Base: Total daily newspapers = 100%	(100)	(20)	(23)	(33)	(24)

Source: Scarborough's National Newspaper Audience Ratings (1983), SMSA/Local Market Summary Report

* All turnover rates used in this analysis refer to individual editions. Those cases in which figures were available only for morning/evening combinations have been excluded.

(Analysis by Newspaper Advertising Bureau, 1984)

Table 2

Average (Mean) Turnover Rates for Major Daily Newspapers
In Top United States ADIs, by Demographics

	Total U.S.	North-east	North Central	South	West
Total adult readers	30%	28%	27%	30%	34%
By Sex:					
Male	30%	28%	27%	30%	34%
Female	30	28	26	30	34
By Age:					
18-24 years	37%	34%	33%	41%	40%
25-54 years	30	28	28	31	35
55 years or older	24	25	21	24	28
By Education:					
College graduate	28%	30%	25%	25%	31%
1-3 years college	30	30	27	30	33
High school graduate	30	27	28	32	35
Some high school or less	32	29	27	36	35
By Occupation:					
Professional, manager	29%	29%	26%	27%	33%
Clerical, sales	30	29	28	29	35
Other employed	34	31	31	37	38
Not employed	28	27	24	30	31
By Household Income:					
$35,000 & over	27%	27%	25%	26%	32%
$20,000 - $34,000	30	28	28	31	35
Under $20,000	31	29	27	34	34
Base: Number of daily Newspapers = 100$	(93)	(21)	(23)	(25)	(24)

Source: Simmons "1982 National Study of Local Newspaper Ratings"

* All turnover rates used in this analysis refer to individual editions. Those cases in which figures were available only for morning/evening combinations have been excluded.

(Analysis by newspaper Advertising Bureau, 1984)

In fact, the Scarborough and Simmons findings agree even more closely than Tables 1 and 2 indicate, because turnover rates for major newspapers tend to be higher in their ADIs than in their SMSAs. Table 3 shows this kind of relationship in both the Simmons and the Scarborough data.

Table 3

Daily Newspaper Turnover Rates for ADIs and SMSAs/NECMAs

	Simmons (1982)	Scarborough (1983)
Mean rate in ADIs	30%	28%
Mean rate in SMSAs/NECMAs	27%	25%

In the San Diego market, the boundaries of the SMSA and ADI are coterminous. In all other cases, the ADI is larger than any corresponding SMSA, but the relative areas and populations of these two geographic units vary from case to case.

Estimating Turnover Rates for Demographic Segments

Suppose that the overall turnover rate for a newspaper included in the Scarborough or Simmons research is 30%, but the turnover rates found for particular demographic segments show extreme variability or patterns contrary to those seen in Tables 1 and 2. What is the best estimate of the true level of turnover in these segments?

Table 4

Turnover Rate Factors for Daily Newspapers
Among Major Demographic Segments

	Scarborough (SMSAs)	Simmons (ADIs)	Combined Average
Total adult readers	1.00	1.00	1.00
By Sex:			
Male	1.00	1.00	1.00
Female	1.00	1.00	1.00
By Age:			
18-24 years	1.36	1.23	1.30
25-54 years	1.04	1.00	1.02
55 years or older	.80	.80	.80
By Education:			
College graduate	.92	.93	.93
1-3 years college	1.00	1.00	1.00
High school graduate	1.04	1.00	1.02
Some high school or less	1.20	1.07	1.14
By Occupation:			
Professional, manager	.96	.97	.97
Clerical, sales	1.04	1.00	1.02
Other employed	1.16	1.13	1.15
Not employed	.96	.93	.95
By Household Income:			
$35,000 & over	.96	.90	.93
$20,000 - $35,000	1.00	1.00	1.00
Under $20,000	1.08	1.03	1.06

Table 4 expresses the average turnover rate for key demographic segments relative to the overall turnover rate. (That is, the rate for total adult readers is set at 1.00 regardless of the absolute level.)

In the example cited above, it is reasonable to expect that a newspaper with an overall turnover rate of 30% might have a turnover rate of 28% (i.e., 30% x .93) among college graduates and a turnover rate of 34% (30% x 1.14) among those with less than a high school education.

It is conceivable, of course, that the turnover rate found for a particular demographic segment in an individual newspaper's survey is the true rate even if it is much higher or lower than the overall rate. However, the regularity of the patterns seen in Tables 1 and 2 strongly suggest that extreme departures from these patterns are likely to be the result of sampling errors.

Estimating Reach and Frequency

Once the coverage level and turnover rate have been determined, it is a simple matter to look up net reach, average frequency and gross rating points for two to five issues from the tables in Section III. For example, if one weekday issue of Newspaper X reaches 25% of the college graduates in its SMSA, and if 28% is the estimated turnover rate for this segment, than five issues should reach 41% of the college graduates in the SMSA with an average frequency of 3.1 times, to produce 125 GRPs.

III. FIVE-ISSUE REACH & FREQUENCY TABLES FOR COVERAGE LEVELS OF 10% TO 55%, AND TURNOVER RATES OF 10% TO 38%

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

10%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	11%	11%	12%	12%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	20	30	40	50
15%	Reach	16%	17%	18%	18%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	30	45	60	75
20%	Reach	22%	23%	24%	24%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	40	60	80	100
25%	Reach	28%	29%	30%	30%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	50	75	100	125
30%	Reach	33%	35%	36%	36%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	60	90	120	150
35%	Reach	39%	40%	42%	42%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	70	105	140	175
40%	Reach	44%	46%	47%	48%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	80	120	160	200
45%	Reach	50%	52%	53%	54%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	90	135	180	225
50%	Reach	55%	58%	59%	60%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	100	150	200	250
55%	Reach	61%	63%	65%	66%
	Avg. Freq.	1.8	2.6	3.4	4.1
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

12%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	11%	12%	12%	13%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	20	30	40	50
15%	Reach	17%	18%	18%	19%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	30	45	60	75
20%	Reach	22%	24%	25%	25%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	40	60	80	100
25%	Reach	28%	30%	31%	31%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	50	75	100	125
30%	Reach	34%	36%	37%	38%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	60	90	120	150
35%	Reach	39%	41%	43%	44%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	70	105	140	175
40%	Reach	45%	47%	49%	50%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	80	120	160	200
45%	Reach	50%	53%	55%	56%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	90	135	180	225
50%	Reach	56%	59%	61%	62%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	100	150	200	250
55%	Reach	62%	65%	67%	69%
	Avg. Freq.	1.8	2.5	3.3	4.0
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

14%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	11%	12%	13%	13%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	20	30	40	50
15%	Reach	17%	18%	19%	20%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	30	45	60	75
20%	Reach	23%	24%	25%	26%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	40	60	80	100
25%	Reach	29%	30%	32%	33%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	50	75	100	125
30%	Reach	34%	36%	38%	39%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	60	90	120	150
35%	Reach	40%	42%	44%	45%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	70	105	140	175
40%	Reach	46%	49%	50%	52%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	80	120	160	200
45%	Reach	51%	55%	57%	58%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	90	135	180	225
50%	Reach	57%	61%	63%	64%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	100	150	200	250
55%	Reach	63%	67%	69%	71%
	Avg. Freq.	1.8	2.5	3.2	3.9
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

16%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	11%	13%	13%	14%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPs	20	30	40	50
15%	Reach	17%	19%	20%	20%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPs	30	45	60	75
20%	Reach	23%	25%	26%	27%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPs	40	60	80	100
25%	Reach	29%	31%	33%	34%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPs	50	75	100	125
30%	Reach	35%	37%	39%	40%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPs	60	90	120	150
35%	Reacn	41%	44%	46%	47%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPs	70	105	140	175
40%	Reach	46%	50%	52%	54%
	Avg. Freq.	1.7	2.4	3.1	3.7
	GRPS	80	120	160	200
45%	Reach	52%	56%	58%	60%
	Avg. Freq.	1.7	2.4	3.1	3.8
	GRPs	90	135	180	225
50%	Reach	58%	62%	65%	66%
	Avg. Freq.	1.7	2.4	3.1	3.8
	GRPs	100	150	200	250
55%	Reach	64%	68%	71%	73%
	Avg. Freq.	1.7	2.4	3.1	3.8
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

18%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	12%	13%	13%	14%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	20	30	40	50
15%	Reach	18%	19%	20%	21%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	30	45	60	75
20%	Reach	24%	26%	27%	28%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	40	60	80	100
25%	Reach	30%	32%	34%	35%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	50	75	100	125
30%	Reach	35%	38%	40%	42%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	60	90	120	150
35%	Reach	41%	45%	47%	48%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	70	105	140	175
40%	Reach	47%	51%	53%	55%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	80	120	160	200
45%	Reach	53%	57%	60%	62%
	Avg. Freq.	1.7	2.4	3.0	3.6
	GRPs	90	135	180	225
50%	Reach	59%	64%	66%	69%
	Avg. Freq.	1.7	2.4	3.0	3.7
	GRPs	100	150	200	250
55%	Reach	65%	70%	73%	75%
	Avg. Freq.	1.7	2.4	3.0	3.7
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

20%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	12%	13%	14%	14%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	20	30	40	50
15%	Reach	18%	20%	21%	22%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	30	45	60	75
20%	Reach	24%	26%	28%	29%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	40	60	80	100
25%	Reach	30%	33%	35%	36%
	Avg Freq.	1.7	2.3	2.9	3.5
	GRPs	50	75	100	125
30%	Reach	36%	39%	41%	43%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	60	90	120	150
35%	Reach	42%	46%	48%	50%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	70	105	140	175
40%	Reach	48%	52%	55%	57%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	80	120	160	200
45%	Reach	54%	59%	62%	64%
	Avg. Freq.	1.7	2.3	2.9	3.5
	GRPs	90	135	180	225
50%	Reach	60%	65%	68%	71%
	Avg. Freq.	1.7	2.3	2.9	3.6
	GRPs	100	150	200	250
55%	Reach	66%	71%	75%	77%
	Avg. Freq.	1.7	2.3	2.9	3.6
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

22%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	14%	14%	15%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	20	30	40	50
15%	Reach	18%	20%	21%	22%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	30	45	60	75
20%	Reach	24%	27%	29%	30%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	40	60	80	100
25%	Reach	31%	34%	36%	37%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	50	75	100	125
30%	Reach	37%	40%	43%	44%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	60	90	120	150
35%	Reach	43%	47%	50%	52%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	70	105	140	175
40%	Reach	49%	53%	56%	59%
	Avg. Freq.	1.6	2.3	2.8	3.4
	GRPs	80	120	160	200
45%	Reach	55%	60%	63%	66%
	Avg. Freq.	1.6	2.3	2.9	3.4
	GRPs	90	135	180	225
50%	Reach	61%	67%	70%	72%
	Avg. Freq.	1.6	2.3	2.9	3.5
	GRPs	100	150	200	250
55%	Reach	67%	73%	77%	79%
	Avg. Freq.	1.6	2.3	2.9	3.5
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

24%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	14%	15%	15%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	20	30	40	50
15%	Reach	19%	21%	22%	23%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	30	45	60	75
20%	Reach	25%	28%	29%	31%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	40	60	80	100
25%	Reach	31%	34%	37%	38%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	50	75	100	125
30%	Reach	37%	41%	44%	46%
	Avg. Freq.	1.6	2.2	2.8	3.3
	GRPs	60	90	120	150
35%	Reach	43%	48%	51%	53%
	Avg. Freq.	1.6	2.2	2.8	3.3
	GRPs	70	105	140	175
40%	Reach	50%	55%	58%	60%
	Avg. Freq.	1.6	2.2	2.8	3.3
	GRPs	80	120	160	200
45%	Reach	56%	61%	65%	68%
	Avg. Freq.	1.6	2.2	2.8	3.3
	GRPs	90	135	180	225
50%	Reach	62%	68%	72%	74%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	100	150	200	250
55%	Reach	68%	75%	78%	81%
	Avg. Freq.	1.6	2.2	2.8	3.4
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

26%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	14%	15%	16%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	20	30	40	50
15%	Reach	19%	21%	23%	24%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	30	45	60	75
20%	Reach	25%	28%	30%	32%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	40	60	80	100
25%	Reach	32%	35%	38%	39%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	50	75	100	125
30%	Reach	38%	42%	45%	47%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	70	105	120	150
35%	Reach	44%	49%	52%	55%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	70	105	140	175
40%	Reach	50%	56%	60%	62%
	Avg. Freq.	1.6	2.2	2.7	3.2
	GRPs	80	120	160	200
45%	Reach	57%	63%	67%	69%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	90	140	180	225
50%	Reach	63%	70%	74%	76%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	100	150	200	250
55%	Reach	69%	76%	80%	83%
	Avg. Freq.	1.6	2.2	2.7	3.3
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

28%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	14%	15%	16%
	Avg. Freq.	1.6	2.1	2.6	3.1
	GRPs	20	30	40	50
15%	Reach	19%	22%	23%	25%
	Avg. Freq.	1.6	2.1	2.6	3.1
	GRPs	30	45	60	75
20%	Reach	26%	29%	31%	33%
	Avg. Freq.	1.6	2.1	2.6	3.1
	GRPs	40	60	80	100
25%	Reach	32%	36%	39%	41%
	Avg. Freq.	1.6	2.1	2.6	3.1
	GRPs	50	75	100	125
30%	Reach	38%	43%	46%	48%
	Avg. Freq.	1.6	2/1	2.6	3.1
	GRPs	60	90	120	150
35%	Reach	45%	50%	54%	56%
	Avg. Freq.	1.6	2.1	2.6	3.1
	GRPs	70	105	140	175
40%	Reach	51%	57%	61%	64%
	Avg. Freq.	1.6	2.1	2.6	3.1
	GRPs	80	120	160	200
45%	Reach	58%	64%	68%	71%
	Avg. Freq.	1.6	2.1	2.6	3.2
	GRPs	90	135	180	225
50%	Reach	64%	71%	75%	78%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	100	150	200	250
55%	Reach	70%	78%	82%	85%
	Avg. Freq.	1.6	2.1	2.7	3.2
	GRPs	110	165	220	275

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

30%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	15%	16%	17%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	20	30	40	50
15%	Reach	20%	22%	24%	25%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	30	45	60	75
20%	Reach	26%	29%	32%	34%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	40	60	80	100
25%	Reach	33%	37%	40%	42%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	50	75	100	125
30%	Reach	39%	44%	47%	50%
	Avg. Freq.	1.5	2.1	2.5	3.0
	GRPs	60	90	120	150
35%	Reach	46%	51%	55%	58%
	Avg. Freq.	1.5	2/1	2.6	3.0
	GRPs	70	105	140	175
40%	Reach	52%	58%	63%	66%
	Avg. Freq.	1.5	2.1	2.6	3.1
	GRPs	80	120	160	200
45%	Reach	59%	66%	70%	73%
	Avg. Freq.	1.5	2.1	2.6	3.1
	GRPs	90	135	180	225
50%	Reach	65%	73%	77%	80%
	Avg. Freq.	1.5	2.1	2.6	3.1
	GRPs	100	150	200	250
55%	Reach	72%	79%	84%	87%
	Avg. Freq.	1.5	2.1	2.6	3.2
	GRPs	110	165	220	175

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

32%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	15%	16%	17%
	Avg. Freq.	1.5	2.0	2.5	2.9
	GRPs	20	30	40	50
15%	Reach	20%	23%	25%	26%
	Avg. Freq.	1.5	2.0	2.5	2.9
	GRPs	30	45	60	75
20%	Reach	26%	30%	33%	35%
	Avg. Freq.	1.5	2.0	2.5	2.9
	GRPs	40	60	80	100
25%	Reach	33%	38%	41%	43%
	Avg. Freq.	1.5	2.0	2.5	2.9
	GRPs	50	75	100	125
30%	Reach	40%	45%	49%	51%
	Avg. Freq.	1.5	2.0	2.5	2.9
	GRPs	60	90	120	150
35%	Reach	46%	52%	56%	59%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	70	105	140	175
40%	Reach	53%	60%	64%	67%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	80	120	160	200
45%	Reach	59%	67%	72%	75%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	90	135	180	225
50%	Reach	66%	74%	79%	82%
	Avg. Freq.	1.5	2.0	2.5	3.1
	GRPs	100	150	200	250

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

34%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	15%	17%	18%
	Avg. Freq.	1.5	2.0	2.4	2.8
	GRPs	20	30	40	50
15%	Reach	20%	23%	25%	27%
	Avg. Freq.	1.5	2.0	2.4	2.8
	GRPs	30	45	60	75
20%	Reach	27%	31%	34%	36%
	Avg. Freq.	1.5	2.0	2.4	2.8
	GRPs	40	60	80	100
25%	Reach	34%	38%	42%	44%
	Avg. Freq.	1.5	2.0	2.4	2.8
	GRPs	50	75	100	125
30%	Reach	40%	46%	50%	53%
	Avg. Freq.	1.5	2.0	2.4	2.9
	GRPs	60	90	120	150
35%	Reach	47%	54%	58%	61%
	Avg. Freq.	1.5	2.0	2.4	2.9
	GRPs	70	105	140	175
40%	Reach	54%	61%	66%	69%
	Avg. Freq.	1.5	2.0	2.4	2.9
	GRPs	80	120	160	200
45%	Reach	60%	68%	73%	77%
	Avg. Freq.	1.5	2.0	2.5	2.9
	GRPs	90	135	180	225
50%	Reach	67%	76%	81%	84%
	Avg. Freq.	1.5	2.0	2.5	3.0
	GRPs	100	150	200	250

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

36%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	16%	17%	19%
	Avg. Freq.	1.5	1.9	2.3	2.7
	GRPs	20	30	40	50
15%	Reach	20%	24%	26%	28%
	Avg. Freq.	1.5	1.9	2.3	2.7
	GRPs	30	45	60	75
20%	Reach	27%	31%	34%	37%
	Avg. Freq.	1.5	1.9	2.3	2.8
	GRPs	40	60	80	100
25%	Reach	34%	39%	43%	46%
	Avg. Freq.	1.5	1.9	2.3	2.8
	GRPs	50	75	100	125
30%	Reach	41%	47%	51%	54%
	Avg. Freq.	1.5	1.9	2.4	2.8
	GRPs	60	90	120	150
35%	Reach	48%	55%	59%	63%
	Avg. Freq.	1.5	1.9	2.4	2.8
	GRPs	70	105	140	175
40%	Reach	54%	62%	67%	71%
	Avg. Freq.	1.5	1.9	2.4	2.8
	GRPs	80	120	160	200
45%	Reach	61%	70%	75%	79%
	Avg. Freq.	1.5	1.9	2.4	2.9
	GRPs	90	135	180	225
50%	Reach	68%	77%	82%	86%
	Avg. Freq.	1.5	2.0	2.4	2.9
	GRPs	100	150	200	250

Net Reach, Average Frequency and Gross Rating Points
Over Five Issues, for a Turnover Rate of:

38%

One Issue Reach:		Number of Issues: Two	Three	Four	Five
10%	Reach	13%	16%	17%	19%
	Avg. Freq.	1.5	1.9	2.3	2.6
	GRPs	20	30	40	50
15%	Reach	21%	24%	27%	28%
	Avg. Freq.	1.5	1.9	2.3	2.6
	GRPs	30	45	60	75
20%	Reach	28%	32%	35%	38%
	Avg. Freq.	1.5	1.9	2.3	2.7
	GRPs	40	60	80	100
25%	Reach	35%	40%	44%	47%
	Avg. Freq.	1.5	1.9	2.3	2.7
	GRPs	50	75	100	125
30%	Reach	41%	48%	52%	56%
	Avg. Freq.	1.5	1.9	2.3	2.7
	GRPs	60	90	120	150
35%	Reach	48%	56%	61%	64%
	Avg. Freq.	1.5	1.9	2.3	2.8
	GRPs	70	105	140	175
40%	Reach	55%	64%	69%	73%
	Avg. Freq.	1.5	1.9	2.3	2.8
	GRPs	80	120	160	200
45%	Reach	62%	71%	77%	80%
	Avg. Freq.	1.5	1.9	2.4	2.8
	GRPs	90	135	180	225
50%	Reach	69%	79%	84%	88%
	Avg. Freq.	1.5	1.9	2.4	2.9
	GRPs	100	150	200	250
55%	Reach	76%	86%	91%	94%
	Avg. Freq.	1.5	1.9	2.4	2.9
	GRPs	110	165	220	275

APPENDIX

Algebraic Reach & Frequency Formulas

Names of Newspapers Used in Analysis

Algebraic Reach & Frequency Formulas

Let C_1 = average-issue audience (percent of population reached)

Let C_2 = two-issue net audience (percent of population reached)

Then,

$$m = C_1 \cdot (C_2-C_1)/(2C_1-C_2-(C_1)^2)$$

$$n = m \cdot (1-C_1)/C_1$$

and $K = m + n$.

Then the three-issue reach equals:

$$C_3 = C_2 + \frac{n+1}{K+2} (C_2-C_1) \text{ or, for t issues,}$$

$$C_t = C_{t-1} + \frac{n+t-2}{K+t-1} (C_{t-1} - C_{t-2})$$

Similarly, the three-issue frequency is computed as:

$$R_1^3 \text{ (reading one of the three issues)} = 3 (C_3-C_2)$$

$$R_2^3 = \frac{m+3-1}{n+3-3} \cdot \frac{3-2+1}{2} \cdot R_2^3 \text{ or generalized,}$$

the reach of $R_1^t = t(C_t-C_{t-1})$ and

$$R_s^t = \frac{m+s-1}{n+t-s} \cdot \frac{t-s+1}{s} \cdot R_{s-1}^t$$

NOTE: For use in this formula, C_1 and C_2 must be expressed as decimals rather than percents (e.g., .20, not 20%). Estimates obtained by applying this formula may differ somewhat from figures shown in the computer-generated tables in Section III.

Names of Daily Newspapers Used In Turnover Analysis

Newspapers appearing in both the SMSA analysis (Scarborough) and the ADI analysis (Simmons):

Albany Times-Union
Atlanta Constitution
Atlanta Journal
Baltimore News-American
Baltimore Sun
Baltimore Evening Sun

Bergen Record
Boston Globe
Boston Herald
Chicago Sun-Times
Chicago Tribune
Cincinnati Enquirer

Cincinnati Post
Cleveland Plain Dealer
Dallas Morning News
Dallas Times Herald
Denver Post
Denver Rocky Mountain News

Detroit Free Press
Detroit News
Fort Wroth Star Telegram
Hartford Courant
Houston Chronicle
Houston Post

Indianapolis News
Indianapolis Star
Kansas City Star
Kansas City Times
Long Island Newsday
Los Angeles Daily News

Los Angeles Herald-Examiner
Los Angeles Times
Memphis Commercial Appeal
Memphis Press-Scimitar
Miami Herald
Milwaukee Journal

Milwaukee Sentinel
Minneapolis Star & Tribune
Nashville Banner
Nashville Tennessean
New Orleans Times-Picayune/
States-Item

New York Daily News
New York Post
New York Times
Newark Star-Ledger
Oakland Tribune
Oklahoma City Oklahoman

Oklahoma City Times
Orange County Register
Orlando Sentinel
Philadelphia Inquirer
Philadelphia News
Phoenix Gazette

Phoenix Republic
Pittsburgh Post-Gazette
Pittsburgh Press
Portland Oregonian
Scaramento Bee
Sacramento Union

St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Paul Dispatch
St. Paul Pioneer Press
St. Petersburg Times
San Antonio Express

San Antonio Light
San Antonio News
San Bernardino Sun
San Francisco Chronicle
San Francisco Examiner
San Diego Tribune

San Diego Union
San Jose Mercury
Schenectady Gazette
Seattle Post-Intelligencer
Seattle Times
Tampa Tribune
Washington Post

Names of Daily Newspapers Used (continued)

Newspapers used only in Simmons analysis of ADIS:

Akron Beacon Journal
Allentown Call
Cleveland Press
Eastbay Today
Escondido Times-Advocate
Gary Post-Tribune
Hammond Times
Long Beach Press-Telegram
New Haven Register
Pontiac Oakland Press
Stockton Record
Troy Times Record
Waterbury Republican
Worcester Gazette
Worcester Telegram

Newspapers used only in Scarborough analysis of SMSAs:

Albany Kinckerbocker News
Birmingham News
Birmingham Post-Herald
Buffalo News
Columbus Citizen-Journal
Columbus Dispatch
Dayton Journal Herald
Dayton News
Des Moines Register
Fort Lauderdale News
Fort Lauderdale Sun-Sentinel
Louisville Courier-Journal
Louisville Times
New London Day
Newport News Press
Newport News Times Herald
Providence Bulletin
Providence Journal
Salt Lake City Deseret News
Salt Lake City Tribune
Sarasota Herald-Tribune
Tacoma News Tribune

Totals

	Number of Newspapers
Used in both analyses	78
Used in Simmons analysis only	15
Used in Scarborough analysis only	22